



Neighborhood and Community Engagement Commission

Agenda Item: 5

Advisory Information

Title:	Blueprint for Equitable Engagement
	<input type="checkbox"/> Action <input checked="" type="checkbox"/> Discussion <input type="checkbox"/> Informational
Date:	January 9 th , 2015
Prepared By:	David M Rubedor, Director, NCR
Attachments:	Blueprint for Equitable Engagement

Requested Action: No action required. We will continue the discussion stated at the December 17th NCEC meeting.

Update Since the December NCEC Meeting: At the December NCEC meeting, we began discussing the attached detailed draft Blueprint for Equitable Engagement. Due to the more extensive budget debrief, we did not get through much of the document. At this meeting, I intend to continue the discussion started at the last meeting.

In addition, there has been additional action on the Blueprint. New items include the following:

1. **Working Blueprint group:** The working group (Brittany, Kenya and Eric) met at the end of December to further discuss the plan: Generally, it was agreed that the draft document is definitely on the right track. The following are suggestions for further development that came from that meeting:
 - a. Reviewing NCEC representation and structure (likely part of the strategic plan process);
 - b. Stronger/enhanced community partnerships to support neighborhood engagement work (ie. MAP for non-profits, CURA , etc);
 - c. Strategy #1 (Nbds): Neighborhood Council
 - i. needs scope and relationship to City/NCEC needs to be framed up properly;
 - ii. public engagement process is needed to inform standards used in rating/evaluation system (ie. make sure the public/cultural groups have input, not just neighborhood groups).
 - iii. No multiple appointments (ie NCEC and Advisory Council)
 - iv. Identify outcomes and expectations of neighborhood groups
 - d. Strategy #2 (Nbds); Required Training
 - i. More than 50% of a board needs to participate to make it effective
 - ii. Include formal (credited) trainings into the Community Connections Conference (making them more accessible)
 - iii. Utilize community partnerships to assist with trainings to expand delivery (MAP for Nonprofits, CURA, etc.)

- iv. Add another training (could be on-line) about the history of neighborhoods in Minneapolis
 - e. Strategy #3 (Nbhd): Policies
 - i. Use a flow chart or other visual aid that helps illustrate how the policies work together
 - f. Strategy #4 (Nbhd): Evaluation
 - i. Utilize outside resources to help evaluation and measure the work of the department and neighborhoods
 - ii. Be clear about what is being done with recommendations or outcomes from the evaluations
 - g. City Departments
 - i. Clearly define the role of neighborhood associations.
2. **Creative CityMaking:** The department requested and we have been approved to be part of the Creative CityMaking (CCM) program funded by a grant from Kresge Foundation. The Blueprint for Equitable Engagement is a core piece of the proposed CCM activity. Creative CityMaking Minneapolis (CCM) is an arts-based innovation initiative that pairs staff in City of Minneapolis departments with experienced community artists to advance the City's One Minneapolis goal. These collaborations between City staff and artists are in support of the following goals:
- To use arts resources and practices to help City departments address their priority issues;
 - To design and test new interfaces between City systems and the community, and new approaches for community engaged policy-making, planning, and practice;
 - To enhance City staff and artists' abilities to facilitate community engagement, and equip them with new tools for working effectively with traditionally underrepresented communities;
 - To create a collaborative, sustainable support system that advances the work of City departments through partnership with experienced community artists;
 - To document and communicate lessons learned.=

This project is designed as a 20 hour per week commitment for 12 months. Following these 12 months, hours will be adjusted and tailored to the needs of the project, including sharing the story of the work. There is potential for this project to become multi-year work.

The collaborative work produced by the teams will be showcased throughout the year at community meetings, citywide community events, and will culminate in a public exhibition. In addition, artists and City personnel will meet throughout the year in a series of participant convenings, where they will exchange ideas, share progress, and learn about effective cross-sector partnership.

For the Blueprint for Equitable Engagement, we have identified the following deliverables:

1. Development of and training for creative cultural engagement techniques that engage city residents where cultural norms, practices, beliefs or language has limited

connection with traditional city community engagement. These techniques should be delivered to and implemented by neighborhood organizations;

2. Materials and/or techniques that help message the Blueprint work, values and strategies in a way that is straightforward, inviting and disarming for residents of varied background and cultures (see below: a higher-level, visually friendly, less wordy format that lets people know the scope, value and what success looks like).

At the meeting, I will further discuss this resource and the timing.

The following is the original staff report sent for the December NCEC Meeting

Background: Attached is the **WORKING DRAFT** Blueprint for Equitable Engagement. This is a rough/working draft and should not be widely shared at this time. The NCEC and staff will be working together on this over the next month or so before we have a draft ready to send out to the public.

During November and the first part of December, NCEC members have been actively working on the department's budget. Thank you all for your hard work! As a result, the NCEC has not had a lot of time devoted to working on the Blueprint. However, staff have continued to work on the Blueprint and have come up with this working draft. We acknowledge there is a lot more work yet to be done.

Ultimately, I envision the Blueprint being presented in two ways:

- First, a higher-level, visually friendly, less wordy format that lets people know the scope and what success looks like, and
- Second, the detailed document that outlines the strategies and details of what we are doing.

The attached document is the second of these two.

We have laid the document out to follow the three focus areas – neighborhood orgs, City departments and boards and commissions. The neighborhood section has been developed the most. There are 6 strategies with a lot of details. The next two sections – City Departments and Boards and Commissions – do not have as much detail but have captured most of the ideas that are either underway or have been discussed.

At the meeting, it would be good to focus on these questions (in no particular order):

- Is the document on the right track?
- Are we clear enough about our goals/what success looks like?
- Is it too long? If so, what do we cull?
- Are the strategies appropriate? Did we miss anything? Are there strategies that need to be added or dropped?
- What is the timing for implementation (keep in mind this is a multi-year strategy and we need to time out our work based on capacity).

To help guide the discussion, staff have summarized the major themes for the three focus group questions. The larger Community Engagement forums had a separate set of notes (also included). In addition, as a visual tool, we did a wordel for each of the focus groups (not including the larger community engagement forums).

Upcoming Process:

Based on the scope of the Blueprint, staff are recommending that the draft be sent out to the community, including neighborhood and community organizations, and those that attended the focus groups, for review and feedback prior to final council approval. We would still present the draft report to the City Council's HECE meeting in January, but then send it for comment after that. Doing this will help report back to the community on the status of the work, provide opportunity for additional thoughts or ideas to be considered and help create greater awareness. Stated below is a proposed timeline based on having a community review process.

December 15 th , 2014 NCEC meeting	Discuss rough draft
January 14 th , 2015 NCEC CoW meeting	Discuss final draft
January 26 th City Council HECE meeting	Present report update/draft
February/March, 2015	Neighborhood and community feedback
April, 28 th NCEC meeting	Approval of the Blueprint
May 4 th , City Council HECE meeting	Presentation of Final Blueprint